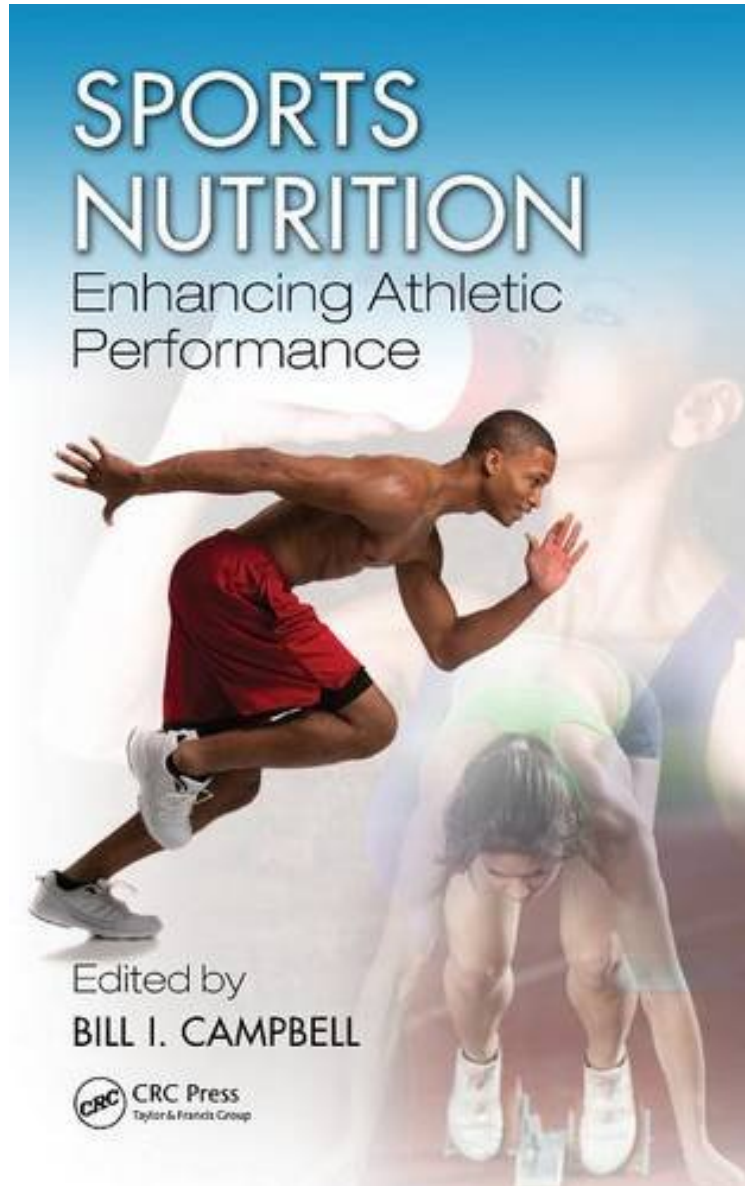


Sports Nutrition: Enhancing Athletic Performance

From Bill Campbell

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From Bill Campbell : Sports Nutrition: Enhancing Athletic Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sports Nutrition: Enhancing Athletic Performance:

With the constant flow of information related to sports nutrition coming from scholarly journals, it is difficult to sift

through it all and determine what is relevant. *Sports Nutrition: Enhancing Athletic Performance* helps in this endeavor, with more than 1,000 references from top academic journals, offering critical knowledge concerning nutrient ingestion for enhancing exercise and sports performance. This book offers a clear focus on scientifically based sports nutrition advice to maximize performance. It also addresses exercise metabolism, which governs how nutrients exert physiologic effects that lead to increased athletic potential. The book examines the three key macronutrients: fat, carbohydrate, and protein. It discusses various aspects of macronutrient metabolism, including differences between a body at rest and during high-intensity exercise. Topics covered in the text include the following: Nutrient timing Leucine threshold to optimize muscle protein synthesis Carbohydrate manipulations for better endurance- and resistance-exercise performance Dietary fat intake recommendations for improving performance Carbohydrate loading strategies Optimal amounts of protein to ingest on a meal-by-meal basis Pre-exercise dietary fat intake strategies Comparison of high-quality proteins In addition to enhancing performance, the book describes how to improve body composition, presenting a scientifically based strategy for losing body fat while maintaining precious lean muscle mass. Four principles of fat loss are set forth that are integral for success in optimizing body composition. This book presents both performance nutrition principles and exercise biochemistry, addressing the key questions of what, when, and how much to ingest for improved performance and training recovery.

About the Author Bill I. Campbell, Ph.D., is an associate professor and director of the Exercise and Performance Nutrition Laboratory at the University of South Florida, Tampa, a research laboratory dedicated to innovation in sports nutrition and metabolism research. As a researcher and author, Dr. Campbell has published over 100 scientific abstracts and papers related to sports nutrition and enhancement of sports performance. In addition, he has published more than 50 articles for health and fitness magazines (print and electronic media). He is a paid consultant to professional sports team organizations and sports entertainment corporations and has lectured on various topics related to sports nutrition and exercise performance to audiences all over the world.